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Application/Patent No: 09/756,788 USPTO CONFIRMATION NO: 6599

File/Issue Date: January 10, 2001

Inventor/Title: MICHAEL C. SCROGGIE ET AL./System and Method for Providing Shopping

Aids and Incentives to Customers Through a Computer Network

Examiner/ArtUnit: JANVIER/3688

37 CFR 1.111 AMENDMENT IN RESPONSE TO NON FINAL OFFICE ACTION

SIR:

In response to the office action dated 9/17/2008, which was in response to the fourth supplemental appeal brief filed 10/17/2006, the applicants file this response.